CLUB BENSON & HEDGES COMMUNITY EVENT MARKETING COMMITMENTS						
						4/25/97
			$	Non	$	
Event Date	Brand/Program	Vendor/Promoter	Committed	Committed	Savings	Comments/Ramifications
6/6 - 6/8	Miami/Bahamas Goombay		$ 15,000			1
6/21/97	L.A. Pride Festival	Spare Parts	$ 5,000		$ 5,000	2
6/22/97	House of Pride Tea Dance	Spare Parts	$ 5,000			2
6/28/97	Houston Pride	Spare Parts		$ 5,000	$ 5,000	2
7/5/97	Laguna Surf	Spare Parts	$ 2,500			2
7/20/97	Bastille Day	Spare Parts		$ 5,000	$ 5,000	2
7/26 - 7/27	Missouri Black Expo			$ 6,000		3
8/16 - 8/17	Halsted Street Festival	Spare Parts	$ 5,000			2
8/16 - 8/18	African World Festival	Museum/AA History		$ 15,000	$ 15,000	3
8/30 - 9/1	Chicago Jazz Festival			$ 25,000	$ 25,000	
8/31 - 9/9	Women's Festival	Spare Parts		$ 5,000	$ 5,000	2
9/26 - 10/5	Moja Festival			$ 40,000		
6/26 - 8/24	Jamizon	Warner/Avalon		$ 100,000		
	Community Marketing	Phoenix Marketing		$ 61,000	$72,100	$61,000 Fee;$72,100 Labor Fees
	Spare Parts	Spare Parts		$ 31,000	$ 4,000	$31,000 Fee + some exps; $4,000 Exps
	Jamizon	GMR Marketing		$ 20,000	$ 25,200	$20,000 Fee; $25,200 Labor Fees
	-Materials/Incentives			$ 300,000		
(1) Negative response from the African-American/Caribbean community						
(2) Negative response from the gay & lesbian community considering it is PM first year of participation						
(3) Negative response from the African-American community						

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Source: https://www.industrydocuments.ucsf.edu/docs/fxlm0004